

Benton County
Quit Line Data Summary
April 1 - June 30, 2004

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 63	N = 2,932
Percent of Statewide Calls	2.5%	100.0%
Percent of State Population in County¹	2.4%	100.0%
	County %	State %
Gender	N = 61	N = 2,604
Female	59.0%	62.4%
Male	41.0%	37.6%
Race/Ethnicity	N = 54	N = 2,203
People of Color	11.1%	12.2%
White	88.9%	87.8%
Age	N = 60	N = 2,425
Less than 18 years old	1.7%	1.8%
18 - 24 years old	20.0%	14.6%
25 - 34 years old	26.7%	22.7%
35 - 44 years old	13.3%	27.4%
45 years and older	38.3%	33.5%
Education	N = 59	N = 2,312
Did not graduate high school	23.7%	20.6%
High school graduate	32.2%	35.9%
Some college/vocational school	32.2%	33.6%
College graduate	11.9%	9.9%
Caller Type	N = 63	N = 2,700
General Information	9.5%	9.5%
Health care provider	3.2%	4.9%
Tobacco user	87.3%	85.6%
Payer Type	N = 44	N = 1,873
Insured	40.9%	31.1%
Uninsured	34.1%	30.3%
Medicaid	25.0%	38.6%
Heard About	N = 49	N = 2,176
Past caller	18.4%	15.2%
Employer/worksites	2.0%	0.9%
Health care provider	22.4%	31.3%
Television	10.2%	11.0%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	4.1%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	4.1%	6.1%
Family or friend	32.7%	23.9%
Health Department	4.1%	6.3%
School	2.0%	1.3%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.